

ATTN. FCC,

This is in regards to your recent Notice of Inquiry on the Localism Task Force. This topic is of high interest to me and I would like to offer my opinion. As countless communication scholars have said, the mass media is a key player in our democracy. The media's primary goal is to be a watchdog on our government, and the rest of society. For example, it should inform the public when a government official is misleading or even as simple as the date of an upcoming election. However, it is my opinion that with the increase of the FCC's deregulation on the mass media society is suffering.

I would like to draw attention to the NOI's section on ascertainment. Without regulating broadcasters research of their community's problems, needs, and interests, the FCC has hindered the process of the mass media serving the public. It was a grave mistake allowing broadcasters to make programming decisions based on market force. With media giants begging for the public's interest, the game is no longer to serve the public's best interest rather, who can produce news with the most shock value. If society is consistently only viewed as a consumer and is only given what sells, shock news after shock news, of course that is where the market force is going to lie. This is analogous to a bad parent feeding his child candy for breakfast, lunch and dinner. The parent no longer cares whether the child's meal is harmful or nutritious just as long as the kid eats something and stops crying. Society has become an intellectually malnourished child whose parental figure could care less, and the FCC has aided in this. It is a necessity for the FCC to require broadcasters to ascertain information not only on the community's interests, and needs, but also its problems. It is essential that the FCC realize they are the guardian to the media watchdog, and to keep that in mind when dealing with "ascertainment" and deregulation.

Thank You For Your Time